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|-----------------------------|-------------------------|--------------|-------------------------------------|--------------------------------|
| SERIAL NUMBER 09/216,206 | FILING DATE 12/18/98 | CLASS 705 | GROUP ART UNIT 276X ⁵ | ATTORNEY DOCKET NO. EWG-079 |
|-----------------------------|-------------------------|--------------|-------------------------------------|--------------------------------|

APPLICANT

HEIDI KAY, BERKELEY, CA; RUSSELL FRADIN, SAN FRANCISCO, CA.

CONTINUING DOMESTIC DATA***

VERIFIED

PM

371 (NAT'L STAGE) DATA***

VERIFIED

PM

FOREIGN APPLICATIONS***

VERIFIED

FD

FOREIGN FILING LICENSE GRANTED 01/14/99

***** SMALL ENTITY *****

| | | | | | |
|---|---|------------------------|-----------------------|----------------------|---------------------------|
| Foreign Priority claimed 35 USC 119 (a-d) conditions met | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Met after Allowance | STATE OR COUNTRY CA | SHEETS DRAWING 4 ✓ | TOTAL CLAIMS 13 ✓ | INDEPENDENT CLAIMS 4 ✓ |
| Verified and Acknowledged <i>PM</i> | Examiner's Initials <i>PM</i> Initials | | | | |

ADDRESS

ELMER W GALBI
13314 VERMEER DRIVE
LAKE OSWEGO OR 97035

TITLE

OPTIMIZED INTERNET ADVERTISING USING HISTORY TO SELECT SITES

| | | |
|------------------------------|---|---|
| FILING FEE RECEIVED \$419 | FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT NO. _____ for the following: | <input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit |
|------------------------------|---|---|



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CONFIRMATION NO. 1079

Bib Data Sheet

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|-----------------------------|-----------------------------------|--------------|------------------------|-----------------------------------|
| SERIAL NUMBER 09/216,206 | FILING DATE 12/18/1998 RULE | CLASS 705 | GROUP ART UNIT 3622 | ATTORNEY DOCKET NO. EWG-079 |
|-----------------------------|-----------------------------------|--------------|------------------------|-----------------------------------|

APPLICANTS

HEIDI KAY, BERKELEY, CA;
RUSSELL FRADIN, SAN FRANCISCO, CA;

** CONTINUING DATA *****

** FOREIGN APPLICATIONS *****

IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** SMALL ENTITY **

** 01/14/1999

| Foreign Priority claimed | <input type="checkbox"/> yes <input type="checkbox"/> no | STATE OR COUNTRY | SHEETS DRAWING | TOTAL CLAIMS | INDEPENDENT CLAIMS |
|---------------------------------|---|---------------------|-------------------|-----------------|-----------------------|
| 35 USC 119 (a-d) conditions met | <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance | CA | 4 | 13 | 4 |

| | |
|--|---|
| ADDRESS 28120 ROPS & GRAY LLP ONE INTERNATIONAL PLACE BOSTON, MA 02110-2624 | <p><i>Ian R. Blum Dickstein Shapiro Morin & Oshinsky LLP 1177 Avenue of the Americas 41st Floor New York, NY 10036-2714</i></p> |
|--|---|

TITLE

OPTIMIZED INTERNET ADVERTISING USING HISTORY TO SELECT SITES

| | | |
|-----------------|---|--|
| FILING FEE | FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following: | <input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) |
| RECEIVED 611 | | |